

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of September 15, 2009

ITEM # 19

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*
GovDelivery® Digital Subscription Management Contract and Funding Request

SPECIFIC BOARD ACTION REQUESTED:

Approval is sought for a three year contract in the amount of \$36,000 (\$1000) – with a \$10,000 installation fee being waved by the vendor – with GovDelivery, Inc., for a Digital Subscription Management (DSM) system.

ITEM SUMMARY: (PLEASE DISCUSS THIS ITEM)

Approval is sought for a three year contract in the amount of \$36,000 (\$1000 per month) with GovDelivery, Inc., for a Digital Subscription Management (DSM) system. The GovDelivery system is the only comprehensive digital subscription management system designed specifically for use by the public sector. Local users include Alameda County, the City of Oakland and BART. The system integrates seamlessly with existing Websites/portals and administrative processes (content management/publishing) using a patent-pending technology that enables complete integration through the use of HTML links. DSM provides an integrated software solution to utilize and leverage the rapidly evolving technologies associated with communicating over the Internet. The contract will include the most widely-used digital communication method, e-mail, but also includes any method of communicating via the internet, such as the increasingly adopted technologies of Short Message Service (SMS) and Real Simple Syndication (RSS). Central to DSM functionality is the capability to collect, manage and adhere to the communication preferences of recipient users. The system provides for e-newsletter production and a by-subscription function that allows students, staff and the community to receive updated information directly. GovDelivery is waiving the \$10,000 installation fee. The contract will be funded through Measure A. The Chancellor recommends approval.

Further documentation is provided in your packet.

BACKGROUND/ANALYSIS:

A need to better communication internally and externally has been identified as a priority by the Chancellor and the SMT.

ALTERNATIVES/OPTIONS:

There are few other products available at this level of functionality currently utilized by governmental entities. The GovDelivery system is the only comprehensive digital subscription management system designed specifically for use by the public sector.

EVALUATION AND RECOMMENDED ACTION:

Approval is recommended.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Funding will come from Measure A resources,

district-wide safety systems and communications systems

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G., INFORMATION TECHNOLOGY):

YES X (IT) NO _____



COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

Jeff Heyman, Executive Director, Department of Marketing, PR and Communication.

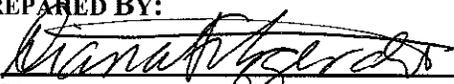
DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ No X

IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

(****Board contract approval is subject to negotiation and execution by the Chancellor.)

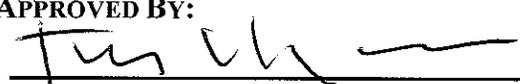
PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: 
[Enter Your Name and Title of Individual Here]

Date: September 4, 2009

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: 

Date: 4 SEPT 09

[Enter Name of College President, (if originating from a college), or Vice-Chancellor or Manager (if originating from the District), and Title of the Individual Here]

FINANCE DEPARTMENT REVIEW

Finance review required _____ Finance review *not* required

If Finance review is required, determination is: Approved _____ Not Approved

If not approved, please give reason: _____

Signature: 

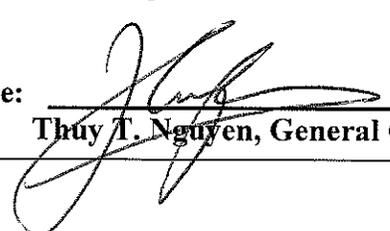
Date: 9.8.09

Thomas Smith, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required _____ Legal review *not* required

If Legal review is required, determination is: Approved _____ Not Approved

Signature: 

Date: 9/14/09

Thuy T. Nguyen, General Counsel

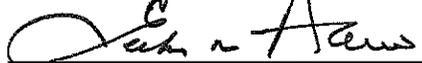
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CHANCELLOR'S OFFICE APPROVAL

_____ Approved, and Place on Agenda _____ Not Approved, but Place on Agenda

Signature: 
Elihu Harris, Chancellor

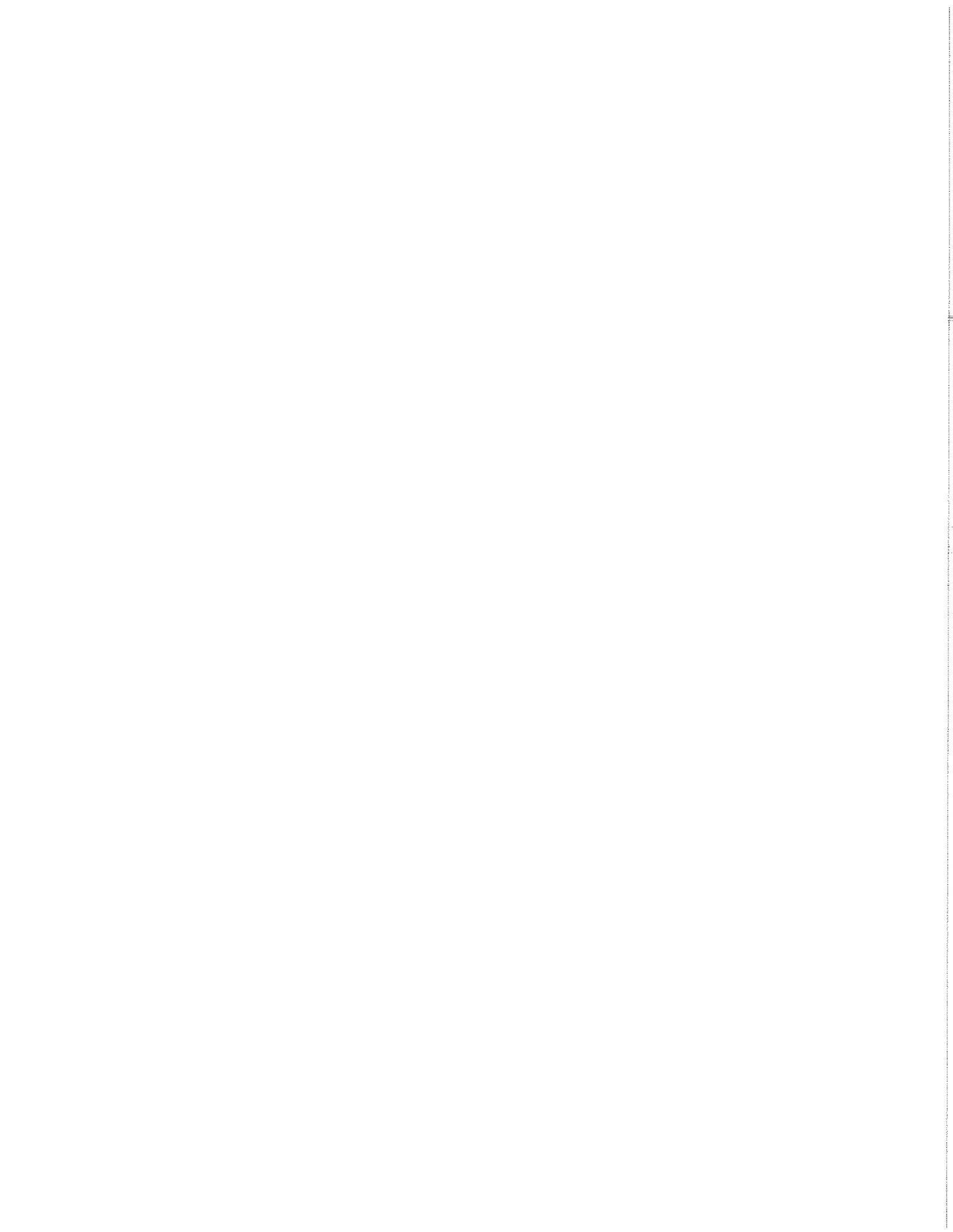
Date: 9/8/09



Board Meeting Blurb
15 September 2009

For: GovDelivery, Inc. Digital Subscription Management Contract and Funding Request

Approval is sought for a three year contract in the amount of \$36,000 (\$1000 per month) with GovDelivery, Inc., for a Digital Subscription Management (DSM) system. The GovDelivery system is the only comprehensive digital subscription management system designed specifically for use by the public sector. Local users include Alameda County, the City of Oakland and BART. The system integrates seamlessly with existing Websites/portals and administrative processes (content management/publishing) using a patent-pending technology that enables complete integration through the use of HTML links. DSM provides an integrated software solution to utilize and leverage the rapidly evolving technologies associated with communicating over the Internet. The contract will include the most widely-used digital communication method, e-mail, but also includes any method of communicating via the internet, such as the increasingly adopted technologies of Short Message Service (SMS) and Real Simple Syndication (RSS). Central to DSM functionality is the capability to collect, manage and adhere to the communication preferences of recipient users. The system provides for e-newsletter production and a by-subscription function that allows students, staff and the community to receive updated information directly. GovDelivery is waiving the \$10,000 installation fee. The contract will be funded through Measure A. The Chancellor recommends approval.



GOVDELIVERY® OVERVIEW AND FEATURE SET

TO: PERALTA COMMUNITY COLLEGES
FROM: BETH BIGELOW, GOVDELIVERY, INC.
SUBJECT: OVERVIEW OF THE GOVDELIVERY DIGITAL SUBSCRIPTION
MANAGEMENT SYSTEMS' UNIQUE FEATURE SET
DATE: SEPTEMBER 4, 2009

GovDelivery® Digital Subscription Management Overview Of Uniqueness

Digital Subscription Management (DSM) is a class of integrated software solutions to utilize and leverage the rapidly evolving technologies associated with communicating over the internet. DSM includes the most widely-used digital communication method, e-mail, but can extend to any method of communicating via the internet, including the increasingly adopted technologies of Short Message Service (SMS) and Real Simple Syndication (RSS). Central to DSM functionality is the capability to collect, manage, and adhere to the communication preferences of recipient users, i.e., what information are they interested in, when do they want it, and in what format?

The GovDelivery® System is the only comprehensive digital subscription management system designed specifically for use by the public sector. The system is offered on a Software-as-a-Service (SaaS) basis and integrates seamlessly with existing client websites/portals and administrative processes (content management/publishing) using a patent-pending technology that enables complete integration through the use of HTML links. The key benefits of SaaS and link-based integration are speed of deployment (no hardware/software installation or programming required), uniform appearance across one or more client websites, ease of maintenance, seamless integration with existing content-management processes, and complete client control of where, when, and how every aspect of GovDelivery subscription management functionality is used on the website/portal. GovDelivery uses a flexible architecture wherein all features cooperate, but each feature can be deployed and used on its own by placing a link on the web page or, in the case of administrative functions, by visiting a specific URL.

There exist a number of software packages and other solutions that provide e-mail sending and limited related functionality, including content management systems, bulk e-mailing software (both installed and hosted as a service), and other types of change notification applications. While individual features offered through GovDelivery can be found in other applications, GovDelivery's unique architecture offers a comprehensive combination of benefits that is not available through any other solution found in the market. In addition, certain elements of GovDelivery's feature set are entirely proprietary and unique to GovDelivery, meaning they are not available in even a limited manner through other systems.

GovDelivery is uniquely positioned to offer DSM to the public sector and is used by over 300 government entities, including several highlighted below. Many of the organizations listed here did extensive research and found no vendor or product to compete with GovDelivery's rich suite of features in meeting their requirements. As a result, several purchased GovDelivery without a competitive bid process, thus avoiding inefficient and costly administrative procurement steps.

GovDelivery Digital Subscription Management California Public Sector Clients:

Alameda County	Palo Alto
El Dorado County	Riverside
Kern County	Sacramento
Marin County	San Ramon
Orange County	Santa Rosa
Sacramento County	Ace Train
San Bernadino County	BART
San Diego County	Tri Delta Tranist
San Mateo County	Golden Gate Bridge Highway and Transportation District
Salano County	LA County MTA
Sonoma County	MTC
Yolo County	Napa County Transit
Berkeley	Sonoma County Transit
Benecia	Sac RT
Carlsbad	VTA
Culver City	Santa Cruz Metro
Daly City	California Dept of Insurance
Elk Grove	Regional Council of Rural Counties
Fairfield	San Joaquin Mosquito Control
Menlo Park	
Milpitas	
Oakland	

GovDelivery Digital Subscription Management: Benefits of a Proprietary Approach

How is GovDelivery DSM Different than E-mail List Software?

1. With GovDelivery DSM, citizens can subscribe to ALL website content at a specific level that matches individual interests. E-mail lists limit citizens to a small number of broad announcements such as newsletters and bulletins.
2. GovDelivery DSM offers fully automated integration with your organization's content management processes and systems (notifications are distributed immediately when website content is updated). Your organization can use GovDelivery while continuing to manage content just as it does today.
3. GovDelivery DSM allows client organizations to offer every member of the public an easy-to-manage, citizen-centric profile.
 - Citizens have the ability to subscribe to content at a specific level as well as by content categories and subcategories
 - Citizens can view and manage a single user profile that spans across the organization (i.e., one-stop service).

Proven Benefits of Digital Subscription Management

- **Leverages Current Systems:** Utilizes all successful e-mail lists created to date as the first building block for the long-term, automated solution.
- **Caters to Web Usage Patterns:** Citizens are five times more likely to check e-mail on a given day than to visit a government website (Pew Internet and Life Study), and a rapidly increasing number of internet users are using RSS aggregators to consolidate information rather than visiting multiple websites. Both trends make digital communication a critical component of successful public communication and e-government.
- **Provides Citizen-Centric Service:** 10-30 times more subscription options for citizens.
- **Engages Users:** 300-1,100% more subscribers through greater availability of subscription options.
- **Increases Return on Investment for all E-Government and Web Initiatives:** 20-50% potential increase in website usage from subscribers returning to view new website content means that all communication and e-gov investments by your organization get greater returns and participation.
- **Ensures Administrative Efficiencies:** Automated management through integration with content management processes and systems. Easily deployed to an unlimited number of administrators throughout an entity.

GovDelivery Digital Subscription Management System Feature Set

Elements of the Setup Process for the Solution:

- Proprietary features
 - Integrate subscription system/application with multiple websites or web pages and content management process without back-end database or content management server integration. This is accomplished by monitoring for changes in website content and using a unique automated process to send change notifications to subscribers by e-mail when changes occur.
 - Offer any subscription or profile management feature/template from any client web page through placement of an HTML link on the web page without any other programming or installation of any software or hardware.
- Other notable features
 - Automatically create templates with the client website's look and feel for all subscription features (e.g., user sign-up, subscription confirmation, viewing of all subscription options, user profile management) without programming and without vendor branding.

User Experience Features of the Solution:

- Proprietary features

- Enable rapid sign-up to specific subscriptions, categories, subcategories, or entire list of available subscription topics by placement of HTML links in appropriate locations on website. (Subscription features are presented in a manner that is consistent with the look and feel of the client's website and does not require any subscription features to be hosted on client servers).
- Other notable features
 - Prompt new users to view list of all available subscriptions topics.
 - Prompt users to view list of all available subscription topics from other, related partner agencies (network)
 - Provide site users that subscribe to information with a web-based profile page where they can modify e-mail addresses, add/delete password, review subscriptions, view list of recently received messages, set delivery preferences, and pause notifications during designated periods (e.g., vacations).
 - Ask users additional optional questions about themselves (if desired by the client) such as zip code, address, industry, or any other information of use to the client.
 - Utilize permission-based e-mail standards that respect the privacy of users and give users control of the relationship.

Digital Communication Features Included with the Solution:

- Notable features
 - Utilize enterprise-class mail senders with demonstrated ability of sending fifty (50) million or more messages per month at peak rates of at least one hundred (100) messages per second.
 - Send e-mails in MIME Multipart format, which allows recipients to view messages in HTML or plain text based on preferences or e-mail client constraints. Allow a preview of each e-mail in both HTML and plain text format by the administrator prior to sending.
 - Capable of sending content-rich, HTML e-mails, e.g., e-newsletters.
 - Create an individual e-mail for each recipient, so that recipient addresses remain unavailable to other message recipients and so that e-mails are not blocked by spam guards.
 - Publish message content in an RSS feed that is specific to the topic and/or is personalized to a user's subscription preferences.
 - Allow multiple attachments to each message and a total message size of up to 2.0 megabytes.
 - Allow the option of composing and sending short versions of messages to subscriber e-mail addresses that are configured to receive a shorter format.

E-mail Deliverability Features Included with the Solution:

- Proprietary features
 - Utilize e-mail certification, where accepted by Internet Service Providers, to ensure that client e-mail messages bypass spam filters, images appear, and are specially marked as "Certified" in the recipient inbox.
- Notable features

- Maintain relationships with major Internet Service Providers (ISPs) and related industry groups. Certify and/or whitelist mail transfer agent (MTA) sending IP-ranges where possible to ensure that e-mails are delivered to the inbox rather than the bulk or spam folder.
- Send e-mails from a mail-sending environment that is never used for commercial purposes so that client e-mails are not mistaken for commercial e-mails.
- Support use of standard e-mail authentication technologies such as SPF and DomainKeys.
- Demonstrate staffing levels sufficient to manage ISP relationships and to monitor deliverability of e-mails.
- Provide automated bounce handling to manage all synchronous and asynchronous e-mail bounces resulting from hard failures (e.g., invalid e-mail address) and soft failures (e.g., mailbox full and other transient errors).

Administration/Management Process for the Solution:

- Proprietary features
 - Generate HTML links (accessible to designated administrators) related to all subscription options so that administrators can paste these links on the department's website, as desired.
 - Send e-mails automatically when content changes and provide an optional mechanism for prompting department staff to send e-mail notifications to subscribers when designated website content is updated without any custom programming or installation of software on county servers. Provide a change report detailing which web content has changed. Also, provide access to the e-mailed content and change report through the user interface.
 - Offer ability for administrators to access any single administration feature from HTML links so administrators can go directly to the task they want to perform through a bookmark rather than by navigating through the administration interface.
 - Leverage the client's existing web content publishing process by providing a mechanism for monitoring website content that:
 - Detects changes to designated website and prompts client staff to send notifications to subscribers or automatically sends notifications to subscribers.
 - Is capable of pulling updated content from the website into the e-mail notification.
 - May be configured to monitor content on distinct web pages on a set schedule. The schedule should be flexible to allow for monitoring by day(s) of the week, hour(s) in the day, and minute(s) in the hour.
- Other notable features
 - Provide client administrators with an intuitive, web-based administration interface to manage all aspects of the client's system implementation.
 - For security purposes, cause administrator sessions to automatically time out after a period of inactivity.
 - Restrict access to administration user interface to users from a defined IP range

- Allow staff to create and manage a multi-level hierarchy of administrative users with different levels of administrative rights so an individual administrator can only send messages related to his or her assigned content.
 - Determine who receives confirmation and content change emails
- Allow easy management of subscription topics:
 - Additions and modifications to subscription options to be made through a “point-and-click” user interface so that changes can be made without programming; ensure that changes are reflected immediately in the subscription options presented to users.
 - Allow administrators to create and save default content and formatting for every subscription topic so messages are ready-to-send when content is updated, to include default ‘from’ name and ‘from’ e-mail address, subject line, and message content (header, main body, and footer).
 - Allow administrators to cross-list an individual subscription item in multiple categories and sub-categories without additional programming.
- Allow administrators to send subscriptions manually to one or more groups of subscribers at any time without updating website content.
- Allow administrators to filter e-mail sends based on users’ subscription preferences or other information provided by the user such as zip code or industry.
- Allow administrators to add subscribers manually when subscribers sign up through other means (existing lists, paper sign ups, etc.).
- Support the client’s interest in managing select groups of internal and external subscribers by allowing the client to restrict certain topics so that only users with certain e-mail addresses or e-mail address domains can subscribe.
- Provide mechanism for requesting and collecting additional information from subscribers.
 - Provide an online interface that allows for the creation of several question types, such as choose one, choose one or more, and text response.
 - Allow questions to be configured on a per-topic basis so that certain questions are only asked when a subscriber expresses an interest in a given topic (e.g., only ask for zip code when a subscriber indicates an interest in road projects)
- Provide web services so that select system actions can be initiated through an application program interface (API) as an alternative to using the traditional web-based user interface.

Reporting Features Included with the Solution:

- Notable features
 - Provide reporting of numbers of e-mail subscribers and e-mails sent by item, subcategory and category for any date range. Archive entire history of system usage so reports can be run by any date range.
 - Report on the frequency with which subscribers visit the client website as a result of receiving an e-mail notification.

- Report on the success of each mailing including which recipients have been successfully sent each e-mail. Archive all data so it can be reviewed online at anytime.
- Provide an aging report that identifies out-of-date content and under-served e-mail subscriber lists.
- Report on all data provided by subscribers as part of the “Questions” functionality where a client can ask subscribers for additional, optional, information such as name, address, zip code, industry, or anything else of interest to the department.

Hosting, Security, and Data Privacy features of the Solution:

- Proprietary features
 - Provide a turnkey solution that includes hosting of the application in an environment that allows all features to be fully-implemented without installation of hardware or software on the client’s servers.
 - Require no openings in the client firewall for any reason including monitoring for changes in the client’s website content.
- Other notable features
 - Host the application in a Tier-One Data Center environment with redundant connectivity and appropriate physical and electronic back-up systems.
 - Demonstrate application hosting up time of greater than 99% over a minimum of a 2-year period.
 - Ensure that the client maintains ownership of all subscription data stored in application. Allow the client access to the data at anytime.
 - Demonstrate that there have been no security breaches of subscriber or client data in the company’s history

Scalability of the Solution:

- Proprietary feature
 - Monitor changes on an unlimited amount of website content so that all subscription options can be linked to content that is maintained on the client’s website.
- Other notable features
 - Provide an enterprise-wide solution that allows implementation of application features on an unlimited number of client websites and web pages.
 - Allow implementation of an unlimited number of subscription options.
 - Provide scalability so that the solution can support an unlimited number of content subscribers.
 - Allow for an unlimited number of client administrators.
 - Provide an unlimited amount of subscription categories and subcategories.
 - Include all upgrades to core functionality of the application as part of solution fees.

Included Support Services:

- Notable features
 - Provide online training to administrators at all levels.

- Provide an account manager with expertise in implementing government-to-citizen e-mail communication to assist with setup, ongoing support and administrative functionality training for all administrative users.
- Provide all necessary technical and consultative support to setup the solution on the client's website.
- Provide customer service staff to answer user questions or direct them to the appropriate client staff member.
- Provide 24X7 emergency support.



Email and Digital Subscription Management for Colleges

Proposal Presented to
Peralta Community Colleges
September 3, 2009

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Executive Summary

Situation

The Peralta Community Colleges (the “Colleges”) continue to look for ways to improve ongoing communication and outreach to its students and students and residents. As part of this civic engagement initiative, the Colleges will utilize automated email and text messaging technology to deliver important alerts, announcements, and updated information to students and residents. The Peralta Community Colleges need an automated email and digital subscription management system (EDSM) that works seamlessly with the College’s website and content publishing system and is easy for staff to implement and manage.

GovDelivery® Will Improve Communication and Lower Costs for the Colleges

GovDelivery will allow The Peralta Community Colleges to provide its students and residents:

- Real-time distribution of information updates and alerts on specific topics.
- Ensured delivery of messages to students and residents’ inbox (not SPAM folders).
- Personalized choice; students and residents receive the information they want, when they want it.

GovDelivery provides the Colleges a robust, yet easy-to-use EDSM solution that:

- Simplifies and Improves communication.
- Automates the composing, sending and deliverability of email, text messaging and RSS notifications.
- Decreases need for direct mail, phone calls and other administrative overhead.
- Provides a potential return on investment (ROI) in 9-12 months by reducing paper document distribution costs and/or consolidating list serve software costs.

Every visitor to the website can build a “*My Peralta College*” profile of information or topics of interest they wish to receive automatically by email, RSS or text messaging.

The Peralta Community Colleges’ students and residents can stay informed of updates to news releases, meeting minutes and agendas, newsletters, manuals, employment opportunities, budget plans, annual reports, volunteer opportunities, events, and any other announcements and information published to the Colleges website.

Why should the Colleges use GovDelivery?

Email is the #1 use of the Internet and cities across the country understand the urgent need to make email alerts an important part of their communications strategy. Students and residents now have an expectation to choose the information from their local government that is important to them and do not want to receive “SPAM”. GovDelivery is the only email and digital subscription solution built specifically for government and its citizens.

GovDelivery’s mission is to make it practical for the Colleges to provide a reliable email and digital communication channel to its students and residents, while saving costs associated with traditional information distribution. GovDelivery manages all databases, mass emailing issues, security, and technology upgrades so the Colleges can focus on promoting subscriptions and improving other components of its website.

Corporate Information

GovDelivery, Inc. is a Minnesota corporation founded in 1999 with a mission to provide governments with cost-effective tools to improve responsiveness to citizens.

GovDelivery's principal place of business:

408 St. Peter Street, Suite 600
St. Paul, MN 55102

Contact us:

U.S. 866-276-5583
U.K. 0800 032 5769

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651-665-0943

www.govdelivery.com

GovDelivery Email and Digital Subscription Management

GovDelivery Email and Digital Subscription Management (EDSM) is an automated system that uses email, RSS and text alerts to notify citizens about specific topics of interest. It uses proprietary technology to monitor public sector organizations' website for content updates and automatically sends personalized email, RSS and text alerts to interested citizens who opt to receive the information.

GovDelivery's Email and Digital Subscription Management system operates as Software as a Service (SaaS), a software application delivery model hosted and operated by GovDelivery for use by its clients over the Internet. GovDelivery takes care of the maintenance, support, training and upgrades and is responsible for all hardware, networking, storage, database, security, administration and other costs associated with the delivery of its Email and Digital Subscription Management solution.

Assured Deliverability

Email deliverability becomes exponentially more challenging as the ever-growing amount of unsolicited mail continues to flood inboxes. ISPs, such as AOL, Yahoo!, and Hotmail, and company email servers are combating the onslaught of unwanted mail by developing increasingly sophisticated methods of weeding out the "good" mail from the "bad."

According to Jupiter Research, 25% of legitimate email never reaches their intended recipients, even though they've opted in to receive them.

GovDelivery stays at the forefront of deliverability issues to ensure emails land in inboxes and not in junk folders. In fact, 98% of emails sent through GovDelivery make it to recipients' inboxes.

GovDelivery Deliverability Checklist

GovDelivery takes the following steps to ensure the highest deliverability rates for clients:

- **Maintain whitelist status with major ISPs.**
GovDelivery proactively engages with major ISPs to maintain whitelist status, allowing email to be delivered even if spam filters are in place.
- **Monitor "block" lists.**
GovDelivery actively monitors these lists of senders, from whom ISPs will not accept email, to ensure that it remains off them.
- **Maintain clean email lists.**
GovDelivery automatically validates email addresses with ISPs and proactively removes invalid email addresses from lists before sending.

GovDelivery, Inc Historical Highlights

June 1999

Company founded in Saint Paul, the capital city of Minnesota

February 2001

City of St. Paul launches GovDelivery EDSM

March 2002

GovDelivery use expands from local government to first state agency (CA Dept. of Insurance)

February 2003

GovDelivery launches first transit authority client- TriMet

November 2003

U.S. State Dept. is the first federal agency to launch GovDelivery (currently have 100,000+ subscribers)

June 2008

GovDelivery reaches a milestone of more than 250 clients across the United States, Canada and the United Kingdom.

March 2009

GovDelivery solidifies presence in 30 of the 50 United States.

- **Confirm permission.**
"Block" listers are imposing increasingly stricter permission standards for bulk email senders, including requiring senders to confirm permission to send to recipients. Permission to send to recipients is given when subscribers sign up to receive email updates. GovDelivery automatically sends confirmation emails to subscribers whenever a new profile is created or changes are made to an existing profile.
- **CertifiedEmail.**
According to Email Sender and Provider Coalition (ESPC), 53% of those surveyed said they would be more likely to open an email if it had a symbol identifying it as having been certified by a trusted third party. CertifiedEmail is a class of legitimate, trusted email that is specifically marked as such. A blue ribbon envelope icon lets citizens know a message is real, from an actual government agency and is safe to open and act on. This unique solution directly addresses the rising problem of phishing and e-scams, marking messages as authentic and safe.
- **Adhere to federally mandated CAN-SPAM email compliance standards.**
Remaining on top of ever-changing anti-spam regulations is no easy task. GovDelivery dedicates significant resources to stay up-to-date on current email laws to ensure its clients are compliant.
- **Maintain ISP Test Inboxes.**
GovDelivery maintains email test accounts with all major ISPs to ensure that email sent on behalf of clients is landing in inboxes and not in junk or bulk email folders.

Note: GovDelivery provides on-demand reports for clients to monitor deliverability rates.

Communication Channels

Alerts sent through GovDelivery can be delivered to stakeholders by email, text messaging via SMS, and/or RSS.

Email Messages

GovDelivery sends both text-based and HTML formatted emails to intended recipients depending on which email software the recipient is set up to receive.

Text Messaging

Wireless alerts are an optional feature that can be turned on at the discretion of the client for any topic available to students and residents for subscription through GovDelivery.

RSS Feeds

RSS allows stakeholders to view updates in their RSS readers. A small, but growing percentage of the population is embracing this emerging technology. GovDelivery has two methods to offer RSS updates to citizens: Public Feeds and Personal RSS Feeds.

Public RSS Feeds

GovDelivery makes it easy to publish any topic (for example: news releases) as an RSS feed on a client's website. This is the most common use of RSS today that is implemented on many websites.

Personal RSS Feeds

Citizens can also opt to receive all of their updates in a single RSS feed during the sign up process within GovDelivery. For example, if a citizen signs up to receive updates on six topics and wants to receive them via RSS, all of those topics can be combined into one RSS feed that they access in the RSS reader of their choice. They can choose to receive updates via e-mail and RSS or RSS only.

GovDelivery Standard Features

Automated Email Delivery

GovDelivery operates on proprietary technology that automates workflow by linking website updates to email alert subscription options. The system monitors an organization's website for content updates; website content updates trigger the automation of sending personalized email alerts to interested citizens. The unique approach allows the subscription system to integrate with the Colleges's current website and web publishing process without custom integration or interfering with network security.

Manual Email Sending

Although government clients primarily use GovDelivery for automated email sending, GovDelivery EDSM can also be used to manually send targeted email or text messages even when website updates don't occur. Emails and text messages can be manually created and sent at any time, for one-time issues such as emergencies, event announcements, etc. Content can be delivered directly to the public through email or text message or citizens can be offered a link back to a webpage.

Associated Information Capture – Subscriber Segmenting

In addition to capturing a resident's email address during initial sign up, the Colleges can capture other associated information that it chooses to ask stakeholders at this time. This feature allows the Colleges to segment (target a specific audience) with critical or relevant messages.

This feature allows the Colleges to target email communication based on details defined during setup such as:

- Zip code
 - Neighborhood, District, etc.
 - Interests (e.g. Sending Park & Recreation updates to a specific subscriber group within a geographic area)
 - Demographics
-

E-Newsletter Editor

The GovDelivery EDSM system includes a library of e-newsletter templates for non-technical staff to choose from and customize HTML newsletters. Staff can upload logos, pictures and other images to the newsletter templates for easy access and reuse in e-newsletter formats.

E-Newsletter Editor includes:

- Over 15 e-newsletter templates, with more templates available in future releases
 - Ability to customize newsletters by uploading images and logos to your own library of images
 - Custom template save feature for future use of a newly created e-newsletter.
 - Ability to customize Table of Contents
 - Ability to preview and approve newsletter before sending
 - Reporting on newsletter open rates
-

Web Services

GovDelivery provides an expanding set of Web services that allow our clients to further integrate EDSM with other back-end applications. Based on SOAP, functions in the API allow programs written in different languages to interact with GovDelivery.

Web Services includes:

- Send Bulletin – Client generates a file containing all the information needed to send a bulletin and passes it to GovDelivery to send through mail-sending platform.
- Get Bulletin – By providing a bulletin ID, GovDelivery can return a copy of the bulletin, which can be modified and reset.
- Synchronize Subscription Tree Topics – Create, modify, delete and move categories, sub-categories and items, enabling custom presentation of subscription items.
- Get Subscription Tree – Retrieves a copy of current subscription tree topics.

GovDelivery's Web Services Approach

GovDelivery EDSM implements standard Web services advertised by WSDL (web services definition language). The technical implementation uses standard SOAP calls using HTTP and HTTPS. The Web services are implemented using a library called XFire. GovDelivery recommends using XFire to any client implementing the web service using Java. However, any Web services framework that is capable of reading WSDL and generating a web services call to GovDelivery will be able to use the services. Therefore the system can be implemented in Java, C, C++, .Net, or any other language with a WSDL generator.

For clients that cannot create calls to WSDL directly, GovDelivery offers a command-line driven client that can accept a properly formatted XML file as input and make the web services call. In this case, the client would need to generate an XML file, execute the GovDelivery program, and read the program's output.

Note: GovDelivery continues to work on additional API's. If you have additional questions about specific required integrations, contact your service representative for further information and pricing.

81 million American adults use email.

-Pew Internet & American Life Study

"We are very enthusiastic about this new service that will empower citizens to receive information as soon as it is available on topics of interest to them without waiting or searching. It puts customers in control of when, what and how they receive information."

-Donna Mason,
Director of Media Services,
City of Vancouver, WA

"GovDelivery has excellent email management. In fact, it lets you import existing email lists. It takes a lot of the maintenance issues out of their realm and leaves it up to GovDelivery, which also clears bounced email addresses. GovDelivery also has excellent status reporting for the amount of traffic that you are doing through their system. And it's all-in-all a very useful system."

-Camille McFadin,
IT Department,
City of Riverside, CA

Collaboration Network

The Collaboration Network feature is included with the GovDelivery platform license and allows collaboration of email and text messaging topics to be shared on other GovDelivery client sign up pages to help cross-promote content to students and residents. As with all of GovDelivery's features, voluntary participation can be adjusted at anytime by either partner or partners.

Collaboration Network includes:

- Access to other in-network GovDelivery client subscription topics/content once permission is verified
- One-on-one Client Services support to assist in building your collaboration network partners

Collaboration Network Examples

✉ Similar government function

Example: County health department collaborating with the state health department, CDC, and U.S. Department of Health and Human Services

✉ Regional collaboration

Examples: Transit authority connects to its surrounding counties, cities, and other transit agencies in a geographic area

✉ Cross-government portals

Example: state agency topics populated to a centralized state portal

Reporting Module

Real-time email tracking and reporting allows system administrators to view high-level reports on how many emails were delivered, and which addresses bounced and why. System administrators also have the ability to view metrics on individual email results, for example, who opened the delivered email and which links generated the most interest.

With GovDelivery's email delivery and response tracking system administrators will be able to identify:

- How many email bulletins were sent and delivered
- What percentage of subscribers opened received email
- Who opened and clicked-through the email
- Which links generated the most click-throughs
- Which subscribers, and how many, opted-out of future email bulletins

Setup & Ongoing Support

Setup Process

At completion of procurement The Peralta Community Colleges will be assigned a dedicated Implementation Manager. Your Implementation Manager will work closely with you throughout the setup process. Typical account setup includes the following:

Implementation Milestone	Responsible Party
<p>Conduct a Kick-off Conference meeting The Implementation Manager leads a meeting to give a system overview, identify implementation team members, & review implementation steps.</p>	<ul style="list-style-type: none"> ✓ Client Project Lead ✓ GovDelivery Implementation Manager ✓ Other Project Stakeholders <i>(IT and Communications)</i>
<p>Outbound Email Settings Form The Implementation Manager provides a form to assist clients in determining standard outbound message settings for their organization. The Client Project Lead coordinates agreement on outbound email settings and returns the form.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Implementation Manager ✓ Client Project Lead <i>(Typically Communications)</i>
<p>Subscription Topics List The Implementation Manager provides a comprehensive list of recommended subscription topics created from a review of the client site along with client web analytics data (if provided). The Client Project Lead confirms which items on the comprehensive list will be offered for subscription at launch, along with identifying other administrators for each item.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Implementation Manager ✓ Client Project Lead <i>(Typically Communications)</i>
<p>System Data Load Once the Topics List is complete, GovDelivery personnel create the client account and load item data.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Implementation Manager
<p>Web and Email Templates Review & Approval The Implementation Manager provides the Project Lead with instruction for reviewing all public-facing sign up screens and emails. The Project Lead coordinates approvals and/or changes to web and email templates and sends changes (if necessary) to the Implementation Manager.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Implementation Manager ✓ Client Project Lead <i>(Typically Communications)</i>
<p>Training Client Administrator training sessions are conducted in-person or via webinar with all client personnel who will have high level access to the GovDelivery administration tools.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Implementation Manager ✓ Client Administrators <i>(Typically Project Lead/Web Manager)</i>

<p>Distribute Integration Plan & Mock-up Pages The Implementation Manager provides the Project Lead with necessary recommendations and code to launch the GovDelivery system on the client website.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Implementation Manager
<p>Transfer existing email lists into GovDelivery Lists are uploaded into GovDelivery from client-provided CSV files.</p>	<ul style="list-style-type: none"> ✓ Client & GovDelivery Implementation Manager
<p>Launch Service Implementation is complete when the Client Project Lead coordinates updates to the Client website (or web pages) with subscribe (html) links.</p>	<ul style="list-style-type: none"> ✓ Client Project Lead <i>(Typically Web Manager; Department Web Administrators)</i>
<p>Publicize Service Internally & to Public Send out internal/external communication to announce launch of new service. Includes press release writing and distribution assistance; access to marketing kit/templates.</p>	<ul style="list-style-type: none"> ✓ GovDelivery Marketing ✓ Client Project Lead <i>(Typically Communications/Marketing)</i>

Unlimited Ongoing Training & Support

The Peralta Community Colleges will receive unlimited ongoing training and support throughout the life cycle of the College’s use of GovDelivery. GovDelivery will assign a Client Services team to The Peralta Community Colleges that is comprised of 2 specialty groups:

- 1) **Implementation Manager:** an expert trainer whose main responsibilities are to prepare the client to go live with the GovDelivery solution and guide the client through its best practices process.
- 2) **Technical Support Representatives:** a team of technical staff who are assigned to work with the Implementation Manager and the Colleges to assist in setting up, launching, and maintaining the GovDelivery solution.

Implementation Managers and Technical Support Representatives are all available by phone and email to provide technical and strategic incident management support during regular business hours: 8:00 AM EST – 6:00 PM CST. In addition, 24-hour emergency phone and email support is available during off-business hours. All support requests are covered under the flat monthly fee.

Personalized attention, quick incident response, and ownership of responsibilities drive our Client Services team philosophy, which helps ensure a successful client experience.

Terms

The term for the Ongoing Monthly Services is 36-months, cancelable with 30 days of written notice at any time. The term automatically renews for consecutive 36-month periods if no written notice is given.

Procurement Options & Information

There are a number of different methods through which GovDelivery can be procured:

- **Sole Source** – documentation available upon request
- **Professional Services**
- **State Procurement Schedules** (e.g., CMAS)
- **GSA Schedule**
- **RFP or Bid** – requirement documents or sample RFPs available upon request

Federal ID Tax # 41-1941088.

W-9 available upon request

Contact your GovDelivery consultant for more detail on procurement options.

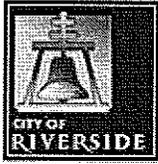
Billing

Annual fees will be due upon signing net 30 days. Fees will be billed in subsequent years on the launch anniversary date after the initial 3 years has been fulfilled so long as the Colleges offers links to GovDelivery functionality from its website.

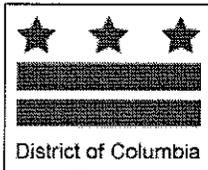
Cancellation Terms

In the event of cancellation, The Peralta Community Colleges will have full access to the system for 30 additional days beyond the effective cancellation date to download all email addresses and associated content and information related to the Colleges. The Peralta Community Colleges may also request their associated information from their assigned implementation manager.

Clients



<http://www.riversideca.gov/>



<http://www.dc.gov/>



<http://www.a2gov.org/>



<http://www.charmeck.org/>

(Client list continued on next page)

Data Privacy & Ownership of Information

All content and associated information provided by The Peralta Community Colleges and user information (e.g., stakeholder email addresses) collected in GovDelivery will remain the property of the Colleges. GovDelivery offers a data privacy template; however, we encourage the Colleges to use their own data privacy policy.

User Information

The user information will remain the sole property of The Peralta Community Colleges. GovDelivery shall have a license to use the user information in order to provide services for the Colleges. GovDelivery never shares information gathered through our government clients with third parties for promotional or any other purpose.

Ownership of Content & GovDelivery System

The Peralta Community Colleges maintains sole ownership of all output from the setup services provided under this service proposal including the database of information associated with email subscriptions. The collected data will be available to the Colleges as a comma-separated-value (CSV) list in a password protected zip file.

GovDelivery shall maintain sole ownership of the GovDelivery system and all modifications made to the system whether these modifications are made specifically to accommodate the College's content within GovDelivery or for another purpose.

Application Security & Connection

GovDelivery, Inc. maintains high security and a robust hosting environment for the GovDelivery system. Our servers are protected by advanced security firewalls and physical protection.

GovDelivery consistently delivers better than 99.8% system availability. There are 4 redundant connections to the Internet backbone providing exceptional uptime reliability for our customers. In addition, our Operations team is constantly analyzing and reacting to increased usage and load patterns so that we can continue to provide a scalable and responsive platform.

Clients



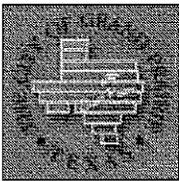
<http://www.ci.bellevue.wa.us/>



<http://www.ci.minneapolis.mn.us>



<http://www.cnv.org/>



<http://www.gptx.org/>

For a complete list of
GovDelivery's clients, visit
[http://www.govdelivery.com/
clients.php](http://www.govdelivery.com/clients.php)

Roles & Responsibilities

GovDelivery and the Colleges each have specific responsibilities to ensure successful setup and maintenance of GovDelivery.

Peralta College's Responsibilities

The Colleges will provide:

1. One designated project leader who can coordinate the project with GovDelivery.
2. The College's best efforts to promote the availability of email subscriptions on its website to its citizens through promotions in its offices and through other mediums.
3. A contact for press release, reference and testimonials. Typically the person responsible for Colleges communications; must be able to approve press release and provide quote or testimonial.

GovDelivery Responsibilities

GovDelivery will provide all of the services outlined in this proposal. There will be one point of contact assigned by GovDelivery for the Colleges staff and that person will be responsible for managing the GovDelivery system to ensure successful implementation and ongoing use of the system.

GovDelivery will also provide regular upgrades in technology to the system to stay consistent with the latest browser and mass emailing requirements.

As part of its account management services, GovDelivery provides a marketing kit to help the Colleges promote the email and digital subscription services in the local media. GovDelivery can provide The Peralta Community Colleges with marketing assistance and support, by way of press release and direct mail templates. For more information, contact the marketing department (Jennie Olson, Director of Marketing, 651-757-4111).

Pricing & Terms

GovDelivery proposes to perform the following services described in this statement for the fees listed below. This quote is based on information provided by The Peralta Community Colleges and is subject to change if there is a substantive change in requirements.

Colleges of Peralta Description of Services*

System Setup Services		
Initial Technology License		
Site Analysis and Recommendations of Where to Add GovDelivery Functionality		
Subscription Functionality Based on Web Publishing Process		
Technical Assistance with Placement of HTML Links to Subscription Functionality		
Setup of an Unlimited Number of Administrators		
Setup Coordination from Client Services		
Unlimited Online Administration Tools and Training for Staff		
Setup Fee	10,000	
Discount**	100.0%	
Total Setup Fee		\$ 0

Ongoing Services		
Automated Distribution of Emails		
Unlimited Subscribers to System		
Unlimited Subscription Categories and Topics		
Unlimited Distribution of Emails, RSS Alerts and Text Messaging (using email as a bridge to SMS)		
Unlimited Ongoing Administration Tools Training		
Phone and Email Support during regular business hours		
Regular Technology Upgrades		
Subscriber Profile Management		
Management of Mass Emailing Issues, Including Bounced Emails		
Unlimited Website Monitoring for Changes		
Secure and Reliable Application Hosting		
Ongoing Monthly Fee	1,000	
Total Monthly Fee		\$1,000
Total 3 year Fee		\$36,000

Important Notes

THE PRICING AND TERMS OF THIS PROPOSAL ARE VALID THROUGH NOVEMBER 3, 2009.

* License allows for information and content owned and authorized by The Peralta Community Colleges.

** Acceptance of the additional discount amount authorizes marketing collaboration between The Peralta Community Colleges and GovDelivery. Item collaboration includes: press release, testimonial, ROI, case study and webinar. GovDelivery may also ask The Peralta Community Colleges to serve as a reference to other interested cities.



Agreement & Acceptance

This Service Proposal has been read, is understood and is hereby agreed to and accepted by the undersigned. Upon execution of this Service Proposal, GovDelivery will commence work.

Client: _____ (legal entity name)

By: _____ (signature)

Name: _____ (please print)

Title: _____ (please print)

Date: _____

Billing information if different than above

Contact Name: _____

Contact Phone Number _____

Billing Address _____

Billing Code _____ (If applicable)

GovDelivery, Inc.

By: _____

Title: _____

Date: _____